**Title:**

**Connecting Tourism development and Social Harmony & Peace**

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**Abstract:**

Tourism is, undoubtedly, the constant driving force of the world economy, peace, social harmony and culture. Tourism is a very multifaceted phenomenon, which has many wings to fly around the globe, humanity and community. Tourism is at the center of many developments in the society, business and enterprises. Every step out of the house or businesses, a person meets tourism, tourist and people of different nature and creed. Tourism has become an integral part of a nation, society and every single person in their life. That’s how tourism development and social harmony and peace go hand in hand.

In this study, the researcher has attempted to put forward about the importance of tourism development and social harmony and peace together as an essential to support each other phenomenon so that the growth would be witnessed in the society and people. Tourism development depends on many aspects of the society and culture. Every nation and the destinations around us witness different tourism aspects society and culture. Tourism has main agenda to promote social harmony and peace around the globe.

At the same time, tourism is a tool to eradicate hunger, providing jobs to needy people around the tourist destinations. Tourism has many diverse types such pilgrimage, cultural tourism, yoga/ spiritual tourism, eco rural tourism, sports and adventure tourism and many more niche components of tourism coming forward to cater the diverse need of the tourists.

The researcher tries to introduce the role and importance of tourism development and social harmony and peace which could lead to better world for the people to live.

**Key words: Tourism, Development, Social Harmony, Peace**

1. **Introduction:**

Tourism acts as a tool for social peace making and harmony. Tourism is very essential to create social harmony and peace at local and international community. Since ages people keep travelling for leisure or business or trade purposes. Tourist travels one nation to another to explore social and cultural phenomena and connects the social fabric of the nation. Tourism helps to connect cross religions cast and creeds, languages, lifestyles and food. In fact food, culture, heritage are the drivers of tourism to establish social harmony and peace. Tourism is a global phenomena, connects cross-cultural interaction among the people across the borders, building social harmony and peaceful relations. Tourism initiates dialogues among the nation to nation promoting social and cultural aspects to prevail peace. Thus tourism promotes social harmony, peace and has been a major contributor to international relationship and enriches friendship among the nations (1).Tourism intends to reduce root causes that create situations where violence has been perceived as inevitable (2). International Institute for Peace through Tourism (www.iipt.org) and International Cities for Peace ( [www.internationalcitiesofpeace.org](http://www.internationalcitiesofpeace.org/)) are 2 organizations amongst many that  work closely with UNWTO. These organizations are focused on keeping the Peace issue top of mind globally. The International Institute of Peace through Tourism has developed the following:

#### ****Peaceful Traveler Points:****

 Travelers’ personal responsibility and commitment to:

* Travel like a gentle man and open minded.
* Acknowledge with grace and gratitude the tourism diversity that encounter
* Protect the monuments ,heritage site, natural environment which sustains all life
* Appreciate all cultures I discover
* Mutual understanding and thank hosts for their welcome
* Create a long lasting relationship hand in friendship to everyone I meet
* Gesture and support travel services that share these views and act upon them
* Through your actions and words make mark and encourage others to travel the world in peace and harmony.

Figure No- 1 Peaceful Travelers Points

**Objective:**

* To connect the tourism development and social harmony & peace.
* To understand the importance of social harmony and peace for the tourism development.
* To understand the challenges and drivers of tourism and social harmony & peace.
1. **Literature Review:**

*Peace is a subtle calm condition, without concern and cause worry, conflict and confrontation. Peace is deemed a universal ideal. Peace is one of the oldest ideals of Mankind, and the establishment of peace in the world has a direct connection with human right (3).*

Tourism is a global phenomenon, a multi-dimension activity through people travelling from one place to another. Tourism is a tool to utilize to bring together social, cultural and peaceful actions to promote and explore the other cultures heritage and environments. Tourism is a powerful medium to build long lasting relations between different nations, culture, religions as one of the most important ones of which can be the establishment or expansion of peace across the world.

This is an important phenomenon as a powerful answer to global social challenges and terrorism. In fact tourism industry, interesting and notable conclusions have been reached the most important one of which is the establishment of peace in the world; in a way that some legal experts and tourism industry researchers believe that not only peace can be considered as one of the effects of tourism, but this industry is one of the suitable methods to spread peace among different nations of the world (3).

***Importance of Tourism for Social Harmony & Peace Building:***

Social harmony- it is defined as a process of ethical morals, valuing, expressing, and promoting love, trust, admiration, peace, harmony, respect, generosity and equity upon other people in any particular **society** regardless of their national origin, marital status, ethnicity, color, gender, race, age and occupation etc. The importance of social harmony is indispensable. It promotes equitable and rapid economic development. Social harmony improves the global peace and brotherhood among the nation. Lastly, social harmony helps the citizens to abide by the law and respect rights and freedom of others as well as the Constitution (4)

Figure No-2 Importance of Tourism for Social Harmony & peace

In 2017, the UN General Assembly approved naming the year, the International Year of Sustainable Tourism for Development.  With the approval of this Resolution (4 December 2015) the importance and the role of international tourism has been raised and this naming officially recognizes the deep understanding of nations of each other, further recognition of the rich heritage of various civilizations, observation of inherent values of different cultures and as a result their participation in the strengthening of global peace. With the naming of 2017 as the International Year of Sustainable Tourism for Development World Tourism Organization Secretary General deemed, it a unique opportunity to further help tourism to realize the concept of sustainability from economic, social and environmental aspects, which raises public awareness of the functions of tourism industry whose real value is often underestimated. Sustainable Tourism Development with the overall aim of achieving sustainable development through protection of vital (living) resources, and was seriously noted by thinkers and philosophers, it was stressed that there can be no hope to realize peace and human rights without sustainable development(5).

***Fostering Tourism for Peace and social harmony:***

Tourism is manifold by its very nature; apart from this tourism has the vast potential for contribution and establishing of peace and restoring the social equalities, promoting conflict resolution, and eradicating and poverty.

Figure No-3- (Fostering Tourism and Social Harmony & Peace)

Though tourism and social harmony and peace may not be identical by nature, the various tourism activities have the ability to germinate peace in the minds of tourists. On a larger platform tourism has the ability to transform society into becoming a harmonious and peaceful environment. Tourism promotes cultural exchange and assimilation among the community and the tourists and this helps in the fostering of peace. Tourism helps to make society harmonious and economically strong and that leads to reductions in conflict and injustice(6).

The contributions made by tourism have led to various developments in the societies, as well as in promoting mutual understanding linking the people, culture and community on one platform. In turn, understanding among people and cultures is what ultimately enhances harmony. Fostering tourism for peace is one of the cherished quotes and most popular concepts as tourism in India is growing rapidly and tourism related initiatives have a robust presence in every nook and cranny. The fostering of tourism for peace has come a long way because of stringent practical actions emanating from all stakeholders in all levels. In fact tourism is an effective strategy for the promotion of peace by eradicating the problems of poverty and unemployment. Thus by implementing proper action plans and initiatives taken by the tourism planners, the host community and civic authorities, things could go really well. The community based sustainability efforts, activities, and collaborations have led to and molded a peaceful and jovial environment in which to live. If the tourism strategy and planning involves community based organizations, they in return can promote and foster the peace in a realistic way (6).

***SDG #16(Sustainable Development Goals and tourism):***

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**Figure No 4(Ref. UNWTO)**

*SDG #16 “Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.”***Progress on Sustainable Development Goal SDG 16 Peace, Justice & Strong institutions. As mentioned earlier, tourism is a key driver for establishing the long lasting social harmony and peace in the society (6).**

## ****Challenges in connecting Tourism for social Harmony and Peace:**** Tourism heavily relies on multicultural exchange, tolerance and understanding in diverse cultural and religion interest. For Tourism growth and prosperity- peaceful societies are required. How do we attain the Social Harmony & Peace through tourism practices? That’s the biggest challenge poised ever before in the present world.

 Figure No- 4 (Tourism Challenge)

In the growing world, no doubt there are huge challenges to tourism due to natural and human mane calamities. The research tried to put up these tourism and social harmony with peace in to two categories of challenges, one is domestic challenges i.e. the growing economic inequalities to rich countries and poor nations. One side there is a accumulation of wealth and resource for few people and the other side there is poverty and hunger for the larger society. This is will create imbalance and turmoil in the society and it will disturb the social peace and harmony. Tourism will support to eradicate the need of food and basic service to promote the heritage and rural tourism to the world. We all have to work to bring the equalities in the society. Many parts of the world, we find that extreme religious conditions, that do not allow the tourism to happen and keep distance from the rest of world and travelers. Tourism awareness and its benefits must be shared with such communities and at local level. While talking on the global issues and challenges, the whole world witnesses’ climate change and global warming is an alarm to look for sustainable practices. We could see untimely rain, floods, extreme heat and loss of ecological balance. At the same time, war like situations in many parts of the world that creates huge tension to tourism and social harmony and peace at stake. Man – made challenges are much more prone to damage the society than the natural one.

Tourism has the capacity to eradicate the mentioned domestic and global challenge poised to certain situations. No one can keep tourism captive or restricted to the boundaries. Many of the global players are working on the mentioned challenges so that to bring the vital social peace and harmony to promote global village concept.

1. **Research Methodology:**

This paper is prepared on the descriptive- conceptual and various relevant data and information have been derived by applying a secondary data approach. The researcher thus went through different national and international refereed research papers, journals, articles, conference proceeding papers, note books, websites and projects in the gathering of the data. In this relevance, researcher has tried to connect the prevailing social harmony and peace to tourism development. For the growth of tourism, social peace is very essential and for that reason, all the drivers of tourism must step forward and contribute for the same.

1. **Data Interpretation:**

The researcher has collected the relevant data and information through the secondary source to connect the tourism with social harmony and peace. It is a good initiative that much attention is needed to establish a connection in between this perspective.

All the evidence and data shows that how UNWTO and other national and international NGOs working hand in hand to promote tourism development and at the same time to establish social fabric with peace and harmonious conditions suitable to promote tourism in the nation. This research paper has been attempted to share the idea and attention to the most vibrant social and global issue that is peace.

1. **Conclusion:**

The connection between tourism and social harmony and peace is reciprocal. There is a emotional cultural bond in which both benefit each other.

As tourism is a major driving force in spreading social harmony & peace, as it connects at the local and ground level by sharing the culture dialogues and beliefs, and history and geo political situations of one nation to the travelers tourist of each other. The study is to highlights that there is a great possibility connecting tourism and social harmony and peace building process between local community and tourists. Tourism contributes positively to local community regional economy; increase in income and food, cultural understanding.

The above data expresses that tourism can be an effective tool for advocating social harmony and peace, which could be borderless communication and sharing the culture and traditions without any internal or external fear among the local people and the tourists travelers.

That’s how, tourism may leads to establish the social harmony and peace boosting up of local community economy, employment and education of self sustainable economies. At the same, time preserving the world heritage, culture and ecological balance.

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